

Message Text

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51

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FM AMEMBASSY MADRID

TO SECSTATE WASHDC 2144

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E.O. 11652: N/A

TAGS: BBAK, SP BGEN

SUBJ: COMMERCE ANTI-RECESSION EXPORT CAMPAIGN

REF: STATE 134740, DEPT A-2778

1. EMBASSY APPRECIATES ROLE THAT EXPORTS CAN PLAY IN OVERALL ANTI-RECESSION PROGRAM. WE HAD THOUGHT MAY DISCUSSIONS WITH BIC'S COUNTRY MARKETING MANAGER, RESULTING IN AGREED TO FY 76 COUNTRY COMMERCIAL PROGRAM, PROVIDED OUR REQUESTED ASSESSMENT MARKET POTENTIAL HERE FOR US PRODUCTS AFFECTED BY RECESSION.

2. RE LISTING OF CAPITAL GOODS ATTACHED TO REPAIR, EMBASSY BELIEVES FOLLOWING OFFER GOOD SHORT AND MEDIUM-TERM POTENTIAL IN SPAIN: ELECTRONIC COMPONENTS AND ACCESSORIES; REFRIGERATION MACHINERY; ELECTRICAL TESTING EQUIPMENT; METAL WORKING MACHINNES AND MACHINE TOOLS; METAL STAMPINGS; VALVES, PIPE AND PIPE FITTINGS; ENGINES AND TURBINES; PUMPS AND COMPRESSORS; AND, CHEMICAL PROCESSING MACHINERY. WE ARE NEGATIVE TOWARDS PROSPECTS HERE FOR OTHER CAPITAL GOODS LISTED.

RE LISTING OF CONSUMER GOODS, WE REFER TO OUR A-216, NOV 20, 1974, SURVEY OF MARKET POTENTIAL FOR AMERICAN CONSUMER GOODS, AND BELIEVE THE FOLLOWING ITEMS HAVE A GOOD OR FAIR MARKET POTENTIAL IN SPAIN: QUARTZ,
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ELECTRONIC, ANDDIGITAL WATCHES; UNIQUELY DESIGNED

COSTUME JEWELRY AND NOTIONES; LARGE SIZE REFRIGERATORS; FISHING RODS, REELS AND TACKLE; WATERSKIING, GOLF, TENNIS AND DIVING EQUIPMENT; SWIMSUITS; OPTICAL AND OPHTHALMIC GOODS. THERE IS ALSO A MARKET HERE FOR ATTRACTIVELY DESIGNED AND PRICED US TEXTILE AND APPAREL PRODUCTS BUT SPAIN'S IMPORT QUOTA RESTRICTIONS ON THESE ITEMS LIMIT THE MARKET FOR IMPORTS. THE RECENT IN-STORE PROMOTION BY GALERIAS PRECIADOS, ON OF SPAIN'S LARGEST DEPARTMENT STORE CHAINS, IS TANGIBLE PROOF THAT MANY US CONSUMER GOODS HAVE A GOOD MARKET IN SPAIN IN TERMS BOTH QUALITY AND PRICE.

4. THE MISSION CANNOT URGE TOO STRONGLY THAT NEW TO EXPORT US FIRMS BEING ENCOURAGED TO ENTER INTERNATIONAL TRADE BE INFORMED THAT THEY DO SO NOT ONLY TO ALLEVIATE THE FALL OFF IN US DEMAND BUT ALSO TO PLAN ON CONTINUING TO SERVICE OVERSEAS ACCOUNTS ONCE THEY OBTAIN REPRESENTATION IN OTHER COUNTRIES. A CONSTANT LAMENT OF OVERSEAS CUSTOMERS IS THATMANY US FIRMS FULFILL EXPORT ORDERS ONLY WHEN THE U.S. DEMAND TAILS OFF BUT THEN TEND TO LOSE INTEREST IN OVERSEAS ACCOUNTS ONCE DOMESTIC US DEMAND PICKS UP AGAIN. THE EMBASSY WILL ACCORD PRIORITY TO DEVELOPING TOPS FOR RECESSION-HIT US COMPANIES. WE WILL ALSO URGE SPANISH BUYERS AND AGENTS/DISTRIBUTORS TO VISIT APPROPRIATE US TRADE EXHIBITIONS, AS WELL AS US TRADE CENTER SHOWS AND TRADE FAIRS FEATURING RECESSION-HIT INDUSTRIES. WITH REGARD TO CONSUMER PRODUCTS, COMMERCE IS URGED TO SEND TO THE EMBASSY AND CONSULATE GENERAL IN BARCELONA COMPANY PRODUCT LITERATURE FOR PRESENTATION TO LEADING IMPORTERS AND END-USERS IN SPAIN. A CONTINUING PROBLEM EXISTS IN THIS LARGE ARRAY OF US PRODUCTS IN THAT SPANISH CONTACTS ASSERT THEY REALLY DO NOT HAVE A GOOD IDEA AS TO WHAT IS AVAILABLE IN THE US.

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